

**WHAT IS CLAIMED IS:**

1. A display apparatus for displaying a plurality of magazines or the like in a circular array comprising:
  - a) a rotatable base; and
  - b) a plurality of generally circular display areas mounted on said base, said areas including a first outer area on said base defined by an upper generally cylindrical outer wall having an inner wall portion and an outside portion mounted to said base and extending upwardly therefrom,

at least a second area on said base inwardly of said outer area defined by an upper generally cylindrical inner wall having an outer wall portion mounted to said base and extending upwardly therefrom, said inner wall being visible from the outside portion of said outer wall, whereby a plurality of magazines may be disposed within said first outer area resting on said base and extending upwardly therefrom with the front covers thereof disposed against the inner wall portion of said outer wall in a generally circular array about said first outer area and the back covers thereof abutting against the outer all portion of said inner wall.
2. The apparatus of claim 1 including a generally cylindrical wall generally centrally mounted on said base within said inner wall.
3. The apparatus of claim 2 wherein said inner wall is of a translucent material.
4. The apparatus of claim 3 wherein said inner wall is of a translucent material.
5. The apparatus of claim 1 wherein said outer wall is an open wire framework.

6. The apparatus of claim 1 wherein said outer wall is of transparent plastic.
7. The apparatus of claim 1 wherein said inner and outer walls are of the same overall height.
8. The apparatus of claim 1 wherein said inner and outer walls are of differing heights.
9. The apparatus of claim 1 wherein said rotatable base includes a fixed lower base portion, and ball bearing means coupled to both said base and said base portion for rotating said base with respect to said base portion.
10. The apparatus of claim 1 including a display pole generally centrally mounted on said base extending generally vertically upwardly therefrom, said pole having a display card fixedly secured to the upper end thereof.